

ABSTRACT

Techniques are disclosed for assessing information technology products by comparing a product (including a product still under development) to a set of criteria. Each of the criteria may have one or more attributes, and may be different in priority from one another. The comparison is preferably directed toward ensuring, and/or improving, the product's acceptance by its target marketplace or market segment. In preferred embodiments, a product assessment score is created as a result of the comparison. When necessary, a set of recommendations for product changes is also created. The criteria/attributes may be prioritized in view of their importance to the target marketplace or market segment, and the assessment results are preferably provided to product teams to influence the importance of product planning and/or development efforts. Optionally, the assessment process may be used to determine whether the assessed product qualifies for a special designation that signifies support for the assessment criteria/attributes.